

Nojoto, the open platform of expressing art.. at DBS

DHANUSH DANDU
BAMC 2ND SEMESTER



Shaziya of Dehradun, one of the performers at the event who bagged the top five positions at the open mic.

show's end!
He went on to be the performer who, technically, had the highest stage time.
There were very talented performers like Shazia, Rajat Bansal, Jayant Shah, Dhanush Dandu, Astha, etc. who simply left the audience in awe with variety of their performances like poetry of bravery, love, fantasies life etc. and stand-up comedy of daily life observations, personal stories and other kinds of humour.
This way the show went on for a long time and it could be seen that the audience enjoyed the show fully from the very beginning to the end.
In the end, Prof. Navjyothi Singh Negi came up to the stage, expressed his happiness towards hosting such kind of events and appreciated all the participants. By that time, the jury's decision was out.
The jury selected the top 5 participants of the evening. They were, Shazia Alam, for poetry, Rajat Bansal for poetry and comedy, Jayant Shah for poetry, Astha Dixit for comedy and Baldev Sharma for poetry. All these performers were given certificates from Doon Business School and will also be given certificates from Nojoto officially later.
Also, those top five videos will be uploaded on the official page of Nojoto.
In the end, all the performers took a group picture together along with the faculty members, organizers and the members of the jury.
Upakul of BBA 2nd semester was responsible for the background score throughout the event.
This way, the Nojoto event held at Doon Business School turned to be a great hit.
We hope DBS organizes such kind of events with platforms like Nojoto in the future too.
And given DBS' track of organizing such event, it just might!

Nojoto is, how it usually does such kind of stage shows and how the event that is happening today is a great opportunity and that was only possible because of Nojoto. He then addressed the chief guests and the jury who included faculty members and

administration heads from Doon Business School like Director Bramh Prakash Pethiya, Principal MC Porwal, HOD of Mass Communication department- Prof. Lalit Kumar, Prof. Deepanker Biswas, Prof. Anubhi, Prof. Gaurav Mishra, Prof. Navjyothi Singh

Negi, Dr. Solanki, Dr. Mukesh Bora and prominent others.
After that, Kanha did a small piece of poetry and called out the participants for performance. The host would continue to do one piece of poetry each after every performance until the

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Doon Business School is organizing the Manfest 2k18 on the dates 15th, 16th and 17th of March. It is an all india inter college Management fest with all kind of activities like cultural events, strategic games, fun games, LAN gaming, Corporate Roadies etc.



Prof Naveen Bhardwaj

Mass Comm Department sings happy birthday to its Prof. Naveen Bhardwaj.
On the 23rd of February, the students of Mass Communication at the Doon Business School celebrated the birthday of one of its beloved professors, Prof. Naveen Bhardwaj with a birthday cake and quick decorations.
Prof. Naveen Bhardwaj is a professor of Mass Communication at Doon Business School. He is one of the most respected faculties in the department and many of the students in that department look up to him as their mentor. The respect and affection the students had for him is just unbelievable which could be said by how the birthday was celebrated. Inside the Mass Communication department itself, Prof. Bhardwaj received three different parties from three different batches with three different birthday cakes!
The MAMC 2nd semester class threw a party first where they brought a chocolate birthday cake. Then, the MAMC 4th semester threw a party with another birthday cake. Then, one of the classes from BAMC threw a party. This way, Prof. Bhardwaj much affectionately received three different parties from his beloved students.

The Mass Communication department at DBS gets it's very own block.

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The Mass Communication department, on 26th of February, shifted to the new academic block from its old floor after it finally got its very own block, with all the required amenities to pursue a discipline like that of Mass Communication. Doon Business School is an institution with not one, but various disciplines like management, allied sciences, computer applications etc. One such discipline in this institution has been the infamous Mass Communication department. Mass Communication department has been the one most active departments that are present. The students of this department have been great with their own subject and also in extracurricular activities in the college which, according to them, is 'just a practical implementation of their syllabus.' The department, under the leadership of HOD Prof. Lalit Kumar, has five faculty members and 97 students which is a really attractive number for a course of a creative field.

Ten years ago, the department started with 3 students, 1 faculty member, one handicap and one tripod stand. And today it has reached a milestone of exclusive floor for the department alone with highly trained faculty members and a media lab consisting all high-tech equipment like camera, tripods, three-point lights, green screens, uni, Omni and collar mics, video and audio editing software, designing software, studio set up and the list goes on.

The HOD Prof. Lalit Kumar feels really happy of the facilities the department was able to achieve and discussed how advantageous it is in many aspects to like comfortability in learning, easier access to faculty and equipment etc.

The news block of the Mass Communication



Neeraj Panghal

The new mass communication block is in the second floor of the new academic block that was recently constructed in the premises of Doon Business School.

consists of five giant classrooms, one each for the classes, BAMC 1st year, BAMC 2nd year, BAMC 3rd year, MAMC 1st year and MAMC 2nd year. All the classroom have all the

markers etc. to high tech equipment like a projector, screens for projecting etc.

The MAMC 2nd year class is so giant that half of its space is used as a multi-purpose hall to

The floor also has a staff room with one transparent wall. the staff room has five desks, one for each faculty member. Very soon, the computers will be shifted from the old staff

room to the new one.

The student were so excited with the new block that they have already started shooting in the floor location. Tyhe students of BAMC 2nd year recently shot a shot video casting Kavya Sharma of BAMC 4th semester in the lead role, in the new block. The video is yet to be aired though.

The new block also has an advantage of having a canteen right beneath it. F.R.I.E.N.D.S. Café. The students enjoy the advatage of going there and having a quick bite during the time when there are no classes and feel hungry.

Also, apart from the old media lab that the students already have a good access to, they are a construction of a new media lab that is going on in an exclusive space to make the lab better than the best that they already have.

The new media lab is told to be developed in a span of 2 to 3 months and will have all the high tech equipment that will be needed along with the studio being totally soundproof and shoot friendly.

The students got really excited after finding out this news. The newly formed channel, Menti Vaganti by the students of BAMC 2nd semester is already writing certain scripts to shoot for as soon as the new media lab is done.

"DBS has always tried to make best, better. I am lucky to be someone who is experiencing that."- Dhanush Dandu

"We are super excited. Can't wait to work in the new lab."- Harneet Singh Bhatia, BAMC 2nd semester.

"We are getting the practical exposure a professional cares for in his job life. What else can I ask for?"- Siddharth Kshatriya, BAMC 2nd semester

So, the Mass Communication department is definitely enjoying the concern Doon Business School show to them and the provisions it gave to that department.

We hope amazing content comes out of it.

The "HOLI" performance at DBS



Arghyadeep Chakraborty

The group of performers for the HOLI open mic along with the organizing comitee and the jury.

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On account of the festival of Holi, Doon Business School, on Thursday, organized an open mic which held the theme of HOLI on the base of which students had to prepare contents like poetry, stand up comedy, skits, stories, songs etc. The base genre was supposed to be humor. The event was hosted by Vrishali Tripathi of PGDM global. The members of the Jury included the director Dr. Brahm Prakash Pehtiya, Prof. Navjyothi Singh Negi, Event coordinator Seema Parashar, Dr. Solanki etc. Many performer has a lot to present out of which a lot was of poetry.

The students tried really hard to induce humor in their content. Some became successful while some failed. However the performances were, the audience throughly enjoyed them because of content being something very personal about India's most celebrated

Festival, holi.

Out of this, the performances which stood out was were the ones which had a a lot of touch of Humor or the ones which were soul stirring.

One was Pranav Prashant Dagwar of Bsc Agri 2nd semester and his signing performance. He sang the holi song in his regional language marathi which was undoubtedly soul stirring. The sing was veery much appreciated by all the audience and the members of the jury.

Then came the BAMC 2nd semester group which consisted of Dhanush Dandu, Harneet Singh Bhatia, Siddharth Kshatriya and Srishti Rawa who organized a skit about how stereotypes of men and women and how they respond top different situations in the festival. The performance was amazing and hilarious. The audience laughed and enjoyed the whole act and appreciated the group. The event came to an end with Dr. Pehtiya addressing the crowd.

The results of the competition are not out yet and are expected to come out in a week.



Khaleesi, the mother of drinks is an energy drink brand developed by the students of BAMC 2nd semester at Doon Business School. It is a drink with gives you tremendous energy and amazing taste. That is one of the reasons why it is the mother of drinks.

Bonalu - A festival for goddess *Mahankali*

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Any kind of culture is developed based upon the practices, the lifestyle, the beliefs and the ideologies of the individuals who are a part of it.

I am from Hyderabad. Hyderabad has evolved itself into a mass culture where bits and pieces of tradition is followed from a monotonous folk culture that it has been ages before. In Hyderabad, the concept of Mass Culture started first during the time of the Nizam rule that started in the area and existed for centuries. Before the Nizam rule, there was a different kind of culture.

Before the rule of Nizam, Hyderabad was a part of a land that was called "Telangana" (in today's time also, the state Hyderabad is in is called Telangana). They had different life styles, festivals etc. and, altogether a different culture. But when the Nizam came to rule the place, there was mix of cultures where the citizens gradually adapted to aspects of their culture. From that day, till today, the extent of Mass culture has been growing. During the phase of modernization, Hyderabad was one of the fastest growing cities in India along with other Mega cities like Delhi, Mumbai, Kolkata, Chennai etc.

This resulted in a massive outburst in the culture of the area which was a mix of all other cultures like Telangana, nizam, western, north etc.

So, the cultural tradition I am going to talk about in the whole mass culture I am in is something the remained unaffected or least affected by the burst of Mass Culture. I live in Hyderabad, but of all the cultures that this city is mixed of it is the Telangana culture that is my root culture. So, I am going to talk about the one traditional culture of Telangana.

Bonalu is a festival that is celebrated by the people of Telangana. This is festival that runs for a whole month in the Sanskrit calendar.



Women from Telangana celebrating the festival of *Bonalu*

The month is named Ashada Masam which falls in the time of mid-july to mid-august according to the roman calendar. This festival is considered as a thanksgiving to the goddess Mahankali.

The word Bonalu is derived from the term Bhojanalu which means 'a feast' in telugu. So, basically, bonalu is the time when all the women in the house makes cooked rice with milk and jaggery and carry it in a pot made of

Clay. The women place the plot over their heads and take the pots to the temple and offer the feast to goddess Mahankali. The women are event not supposed to put down the clay pot until they reach the temple and

offer to feast to the goddess. That is how it is supposed to be done, but, in today's time, nobody actually carries the pot over their head till a temple because of many restriction, one of them being no space, far away temples and, obviously, the existence of mass culture which gradually lead to unfollowing aspects of our own tradition.

There is a story behind why this festival is celebrated. In the 18th century, there was time when, there was the disease plague spread around the twin cities of Hyderabad and Secunderabad where many people died and the situation was horrible.

At the same time, there was an army battalion from Telangana which was posted in Ujjain- Madhya Pradesh. When the battalion got to know about the disease in Telangana and what it was doing to the people around their, they went to goddess Mahankali's temple in Ujjain where they prayed to her asking her to cure the disease in Hyderabad and said that if she did, they would install her idol in Hyderabad. After that, it is said that the disease was cured. Soon, after that the battalion came to Telangana and installed goddess Mahankali's idol over there. Ever since then, people of Telangana have been celebrating the festival.

In today's time, not everybody is very much fond of the festival. All have become busy, affected by Mass Culture and also have been a introduced to the concept of atheism.

But, ever since of formation of the State of Telangana, the Chiefs Minister of the state, Mr. Kalakuntla Chandra Shekar Rao has been focussing a lot on promoting the festival with a thought that our culture should not be forgotten. In spite of that, it still needs to be seen how much these kind of initiatives will help us give more importance to our folk culture while there is an outburst of Mass Culture in Hyderabad.

Kamal Hassan, a *Kejriwal* in the south?



Kamal Hassan welcoming CM Kejriwal with a bouquet

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The fact that popular film star Kamal Hassan has retired from cinema and started an own political party of his own in the state of Tamil Nadu has been doing the rounds lately. On the 21st of February, Wednesday the actor-politician officially launched his political party Mekkala Needhi Maiam in Madhurai, Tamil Nadu. He also had a tour of the whole state where he visited the pace of the former president of India, Dr. A.P.J Abdul Kalam. The Chief minister of Delhi, Mr. Arvind Kejriwal also attended the event of the party launch. During the whole event, Mr. Hassan and Mr. Kejriwal were the hot topic of the day. It is just that they both are two such personalities who have a lot in common. Both of them are outlaws who did not have a

Prior background of politics and yet entered the scene in a quest to clear the society off corruption. AAP has been doing tremendous work for ages just to serve the purpose of making the society corruption free. And that is what Kamal Hassan promises through his political party.

The two personalities have their own differences too. Arvind kejriwal was not someone with prior fame and he worked his way up to be noticed through the development schemes put in by the Aam Aadmi Party during the time when AAP started off. Since then, AAP never looked back and had gone a far way in fighting corruption the right way.

On the other hand, Kamal Hassan is a massive star in the south and has had fame from long time in the region. He did not have to work politically for the recognition of his party. That is one of the reasons that his party was famous even before its launch and it addresses more as "Kamal Hassan's party"

rather than by its actual name. But, this is a kind of advantage for the actor turned politician to make bigger difference with the recognition he has already earned. he hs also been doing promising work by taking initiatives like touring the state in order to know what its state is and what reforms are actually necessary.

Along with that is was usually seen that Hassan and a strong stand against corruption and is willing to work on that way before the idea of a political party came up.

About a year ago, Hassan was all the way on twitter where he talked about various issues like corruption and how he stands against it and is willing to do something about it.

He also many in the past that he is starting a political party because the ruling party is bad. Although, it has been made up of various south stars like Jayalalitha which makes the party somewhat same as AIDMK (All india Dravida Munnetra Khazagam), the party was something the pre existed before any association with actors which makes it a party with agendas prior to celebrity influence.

And Hassan called that party a bad rule. Previously, when he was called for a guet lecture abroad, he mentioned how it works in Tamil Nadu.

He said "In Tamil nadu, this is how the government works. If anything is Bad, It is good, If anything is good, it is extremely good. If something is extremely good ,it is genius. And by chance, just by chance if anything is genius, it is next level."

He talked about how the society is blinded by all the bad things happening in their state because the government does not let them see or realize the wrongs.

.So Hassan seems to be knowing very well of what is happening in his state just like Kejriwal did.

So, both the politicians, one form the north and one from the south are doing great in their places and are very much promising. Seems like Haasan is the Kejriwal in the South.

Tribal woman *raped* in Malda, taken important because of CM Mamata Banerjee.

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A woman of the Kushmandi tribe in Malda, West Bengal was brutally raped in the open and left unconscious in the open for almost eight hours.

The people of the tribal area and the natives of the surrounding areas got furious over the happening and also became quite angry at the fact that the police force was not active enough. The Kunshmandi woman was apparently gang raped in broad daylight, out in the open and even inserted rods in her private parts and was left unconscious for eight hours straight after which she was found by the police. The police took her to Raigunj Hospital where she was tentatively treated and was referred to Malda Medical College.

The tribal areas were furious by the fact that the police availability has been so low and it took them so long to detect the crime. Apparently, the case was also taken serious after the news was informed to Chief Minister Mamatha Banerjee. CM Banerjee went to Malda medical college as so as she heard the news about what happened. Turns out, that she was actually the first person to visit the victim since she was admitted.

It is after the case got in the eyes of the CM that the police procedures got faster and the criminals were caught. Two of the criminals were caught who were localities.

The vice principal of Malda medical college assured that the victim is out of danger but is not fully recovered.

Mamarha Banerjee also promised compete health care facility and financial help to the victim even after her recovery.



Chief Misnister of West bengal, Mrs. Mamata Banerjee.

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Clockwise: Dhanush Dandu of BAMC 2nd semester performing his stand up comedy act with Oppokul fo BBA 2nd semester giving the background score|| Jayant Shah receiving his top five certificate from director B.P Pethiya|| One of a performers with is poetry act reading out from his diary|| Host Raguvanshi Kanha receiving his certificate from the Director of DBS|| Performer Rajat Bansal performing his Humor poetry set|| All the performers at the event taking a group photo in the end.